



COIN NEWS

MEDIA KIT 2017

Where money talks

COIN NEWS is the **biggest selling** Coin Magazine in the UK, launched in **1983**, it currently sells **8,000** printed copies per month, 2,000 of which go direct to subscribers. We offer **free** digital copies to all our subscribers which have the added benefit of free hot links to all advertisers' website's. Our digital issues enjoy an unlimited readership reaching a truly global audience. Every month we have a great range of content, including numismatic news; a “what’s on” section that lets collectors know about fairs, societies, auctions etc.; “Market Scene” reporting what has been happening in the sale rooms; articles on all aspects of numismatics; book reviews; a dedicated banknote section and a directory that allows readers to see what lists the main dealers are offering that month, as well as a host of other features of interest to both the serious and not-so-serious collector. Our readership age is the more affluent 45–75 age group.



ADVERTISING TEAM

Carol Hartman
Advertising Director
carol@tokenpublishing.com
01404 46972

Jayne Fox
Advertising Assistant
jayne@tokenpublishing.com
01404 46972

Klara Bodfish
Advertising Designer
klara@tokenpublishing.com
01404 46972

ADVERTISING OPTIONS

There is plenty of choice when it comes to deciding what type of advertising is right for you and your business, display, semi-display, classified, website, banner ads, dealer directory, inserts etc.. Our rates are below however, please call 01404 46972 to discuss your individual needs.

MAGAZINE ADVERTISING RATES: (price per issue exl VAT)

Colour	1 Issue	6 issues	12 issues
Full Page	£645	£550	£450
Half Page	£335	£315	£248
Quarter Page	£195	£175	£148
Eighth Page	£145	£130	£112
Mono	1 Issue	6 issues	12 issues
Full Page	£335	£300	£275
Half Page	£225	£175	£160
Quarter Page	£140	£125	£95
Eighth Page	£110	£95	£65

TECHNICAL SIZE SPECIFICATIONS

Colour	Size (W x H)
Full Page	180 x 267 mm (no bleed) 216 x 303 mm (with bleed)
Half Page	88 x 267 mm (vertical) 180 x 130 mm (horizontal)
Quarter Page	88 x 130 mm
Eighth Page	88 x 64 mm
Mono	
Full Page	180 x 267 mm (no bleed) 216 x 303 mm (with bleed)
Half Page	88 x 267 mm (vertical) 180 x 130 mm (horizontal)
Quarter Page	88 x 130 mm
Eighth Page	88 x 64 mm

OTHER ADVERTISING OPTIONS

SEMI DISPLAY

£13 per column centimetre plus VAT (mono), £15 per column centimetre plus VAT (colour), invoiced monthly with a complimentary copy of COIN NEWS (minimum size 2cm).

WEB DIRECTORY

Rates are £21 per insertion plus VAT (mono), £26 per insertion plus VAT (colour), invoiced monthly with a complimentary copy of COIN NEWS (maximum 20 words describing your business).

ON-LINE ADVERTISING

We provide a number of on-line advertising opportunities at competitive rates. Simply call Carol on 01404 44167 to discuss your individual requirements.

EMAIL BROADCASTS

Bespoke broadcasts to target your core audience. Perfect for date-sensitive events such as auctions and fair. Rates start from £200. Call Carol on 01404 44167 to discuss your personal broadcast.

TECHNICAL DATA

We are happy to design and typeset your advertisement for you free of charge*, however, if you wish to supply us with finished artwork please take note of the following specification:

All supplied files need to be **CMYK** and **300 dpi** and can be emailed to klara@tokenpublishing.com as pdf files or jpegs. Alternatively you can upload files onto a file sharing website, for example "You Send It".

*A production charge of £35 per hour is charged after the first complimentary hour of studio time.

Deadlines: Approximately eight weeks prior to the on-sale date. On sale date, the last Wednesday preceding cover date

Terms and Conditions: All advertisements are accepted on the understanding that any descriptions and/or statements made by the advertiser are true and accurate and that the advertiser shall indemnify the publisher against any damage or loss of expense resulting from copy supplied by the advertiser or his agent. If copy for series advertisements has not been received by the specified date, the publisher reserves the right to repeat previous copy. Should no such copy be available alternative matter will be found to fill the space booked by the advertiser and the advertiser will be held responsible for payment. Cancellations: Written notice is required 2 weeks prior to the date of publication for mono advertisements and 4 weeks prior to the publication of colour advertisements. All advertisements must comply with the British Code of Advertising Practice. The Publisher reserves the right to cancel, suspend or alter an advertisement. The Publisher will not be held liable for any loss occasioned by the failure of an advertisement to appear for any cause. The publisher reserves the right to adjust advertising rates on one month's notice at any time during the run of contract. The publisher shall not be held liable for the loss of any artwork, film or other advertisement material delivered to him. 10 per cent discount will be allowed to recognise advertising agencies.

COIN NEWS

2017 schedule

Issue	Booking Date	Copy Date	On Sale W/C
JANUARY	17/11/2016	21/11/2016	28/12/2016
FEBRUARY	15/12/2016	19/12/2016	25/01/2017
MARCH	19/01/2017	23/01/2017	22/02/2017
APRIL	16/02/2017	20/02/2017	29/03/2017
MAY	16/03/2017	20/03/2017	26/04/2017
JUNE	20/04/2017	24/04/2017	31/05/2017
JULY	18/05/2017	22/05/2017	28/06/2017
AUGUST	19/06/2017	26/06/2017	26/07/2017
SEPTEMBER	20/07/2017	24/07/2017	30/08/2017
OCTOBER	17/08/2017	21/08/2017	27/09/2017
NOVEMBER	21/09/2017	25/09/2017	25/10/2017
DECEMBER	19/10/2017	23/10/2017	29/11/2017
JANUARY 2018	16/11/2017	20/11/2017	27/12/2017
FEBRUARY 2018	21/12/2017	19/12/2017	25/01/2018